

# CONTRACT



www.nbcwashington.com

And:

**MUNDY KATOWITZ MEDIA**  
**1322 G STREET SE**  
**WASHINGTON, DC 20003**

Contract / Revision		Alt Order #
332445 /		WOC10032898
<b>Product</b>		
<b>Issue</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
<b>10/09/12 - 10/15/12</b>	<b>1564</b>	
<b>Advertiser</b>		<b>Original Date / Revision</b>
<b>PRIORITIES USA ACTION</b>		<b>08/28/12 / 08/29/12</b>
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
<b>WRC</b>	Kaitie Conway	Washington DC
<b>Special Handling</b>		
<b>Demographic</b>		
RA18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	321	340
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
<b>03092</b>	<b>25166</b>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount
											Spots	Amount	
N 1	WRC	10/09/12	10/15/12	News 4 @ 4:30a	430-5a		:30			NM	4	\$1,200.00	
All spots on this order immediately preemptible class of time													
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/09/12	10/15/12	1- 11-- 1					4	\$300.00				
N 2	WRC	10/09/12	10/15/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	4	\$3,600.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/09/12	10/15/12	1- 111--					4	\$900.00				
N 3	WRC	10/09/12	10/15/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	4	\$9,600.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/09/12	10/15/12	11- 11--					4	\$2,400.00				
N 4	WRC	10/09/12	10/15/12	7-9A TODAY SHOW	7A-9A		:30			NM	4	\$10,400.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/09/12	10/15/12	111- 1--					4	\$2,600.00				
N 5	WRC	10/09/12	10/12/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	4	\$5,600.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/08/12	10/14/12	- 1111--					4	\$1,400.00				
N 6	WRC	10/09/12	10/15/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	4	\$4,000.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/09/12	10/15/12	1- 111--					4	\$1,000.00				
N 7	WRC	10/09/12	10/13/12	News 4 Sat 6am 6-7a	6A-7A		:30			NM	1	\$1,000.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/08/12	10/14/12	-----1-					1	\$1,000.00				
N 8	WRC	10/09/12	10/13/12	News 4 Sat 9-1030a	9-1030a		:30			NM	1	\$1,400.00	
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/08/12	10/14/12	-----1-					1	\$1,400.00				
N 9	WRC	10/09/12	10/14/12	News Sun 6-7a	6-7a		:30			NM	1	\$900.00	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

[www.nbcwashington.com](http://www.nbcwashington.com)

<u>Contract / Revision</u>	<u>Alt Order #</u>
332445 /	WOC10032898

Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	Issue	1564

<u>Advertiser</u> <b>PRIORITIES USA ACTION</b>	<u>Original Date / Revision</u> 08/28/12 / 08/29/12
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*Line	Ch	Start Date	End Date	Description			Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-----1	1	\$900.00								
N 10	WRC	10/09/12	10/14/12	News Sun	7-8a		7-8a		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-----1	1	\$1,200.00								
N 11	WRC	10/09/12	10/14/12	News 4	Sun 9-10a		9-10A		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-----1	1	\$1,400.00								
N 12	WRC	10/09/12	10/11/12	11A-12P	MIDDAY NEWS		11A-12P		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-1-1---	2	\$650.00								
N 13	WRC	10/09/12	10/15/12	Access	H Live	12-1p	12-1p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/09/12	10/15/12	1-1----	2	\$600.00								
N 14	WRC	10/09/12	10/12/12	Ellen		3P-4P		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	--1-1--	2	\$900.00								
N 15	WRC	10/09/12	10/12/12	4-5P	NEWS4 @ 4PM		4P-5P		:30			NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-1-1--	2	\$1,300.00								
N 16	WRC	10/09/12	10/15/12	5-6P	NEWS 4 @ 5PM		5P-6P		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/09/12	10/15/12	1-1----	2	\$1,800.00								
N 17	WRC	10/09/12	10/12/12	6-7P	NEWS4 @ 6PM		6P-7P		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	--1-1--	2	\$2,400.00								
N 18	WRC	10/09/12	10/15/12	730-8P	ACCESS HOLLYWOOD	730P-8P		:30				NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/09/12	10/15/12	1-1----	2	\$4,500.00								
N 19	WRC	10/09/12	10/12/12	1135-1237A	TONIGHT SHOW	1135P-1237A		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	--1-1--	2	\$1,500.00								
N 20	WRC	10/09/12	10/15/12	1237-137a	Fallon		1237-137a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/09/12	10/15/12	1-1----	2	\$500.00								
N 21	WRC	10/09/12	10/13/12	Sat. Night	Live	1130P-1:02a		:30				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-----1-	1	\$3,200.00								

## Totals

48 \$71,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	48	\$71,800.00	\$61,030.00
<b>Totals</b>	48	\$71,800.00	\$61,030.00

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332445 /	WOC10032898	
Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	Issue	1564
Advertiser		Original Date / Revision
PRIORITY USA ACTION		08/28/12 / 08/29/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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